

REMARKS

Claims 1, 4-9 and 12-16 are currently pending in this application.

Claims 1-16 stand rejected under 35 USC 102(b) as being anticipated by U.S. Patent Publication No. 2002/0042733 to Lesandrini et al. Applicant will argue the inapplicability of this rejection to the amended claims.

Independent claim 1 and independent claim 9 disclose a method and apparatus for obtaining web-based advertising research data over a communications system. The independent claims each recite, among other features, that “said point-and click data is collected from the advertisement being displayed and comprises at least one location of at least one feature in the advertisement with a greater impact and location of first feature noticed in the advertisement.”

Lesandrini et al. disclosed various methods for performing research over the Internet. While Lesandrini et al. discusses gathering information about advertisements or commercials from users, it is respectfully submitted that Lesandrini et al. does not disclose the invention recited in amended claims 1 and 9. Specifically, Lesandrini et al. does not disclose gathering point-and-click data from the advertisement being displayed, wherein the point-and-click data comprises at least one location of at least one feature in the advertisement with a greater impact and location of first feature noticed in the advertisement. While Lesandrini et al may ask a user to comment on a advertisement which has been shown to the user, Lesandrini et al. does not ask the user to point-and-click on at least one specific feature of the advertisement when the advertisement is being displayed. By asking the user to provide the requested point-and-click information, the data can be used to determine various valuable characteristics of the advertisement such

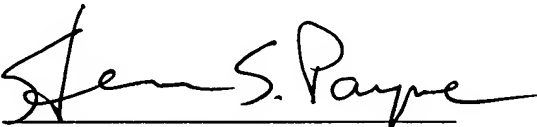
as, which features of the advertisement had the greatest impact and/or which features were noticed first by the user.

In view of the above, it is respectfully submitted that amended independent claims 1 and 9 are not anticipated by Lesandrini et al. Furthermore, it is respectfully submitted that dependent claim 4-8 and 12-16 are also not anticipated by Lesandrini et al. for at least the reasons set forth above.

In view of the above, it is respectfully submitted that the application is now in condition for allowance. Prompt notice of same is earnestly solicited. If the Examiner believes that a telephone interview may expedite the prosecution of the Application, the Examiner is invited to contact the below attorney at the indicated telephone number.

Respectfully submitted,

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